



# Alicia Kranjc

Product | Design | Engineering

## EDUCATION

2012 - 2016

**Northwestern University**, Chicago, IL  
*McCormick School of Engineering*  
Bachelors of Science in Manufacturing and Design Engineering

## EXPERIENCE

**Spanning Labs** | *Head of Product, Crosschain Messaging* 2022 - Present

- Joined as employee #4 to develop and implement a GTM strategy for the Spanning Network, a crosschain blockchain interoperability solution
- Designed a phased beta plan to onboard partner organizations, onboarded 5 organizations to the Network
- Developed and implemented a marketing and distribution strategy through writing content and launching campaigns to target customers
- Researched and modeled pricing strategies for the product suite through 10+ user interviews and detailed financial models

**Autodesk** | *Senior Product Manager, Construction Collaboration* 2019 - 2021

- Managed the Markups & Collaboration product and platform, the interactive data layer on 2D/3D construction records on web, iOS, Android, and Windows
- Built a platform model for integration and coordinated across 10 R&D teams to host their products within the markups platform
- Worked across stakeholder groups to launch 5+ product features, post GA
- Created and maintained a product vision that secured financing to scale a team of 5 engineers into two separate scrum teams with 10 engineers
- Scoped and executed on a validated MVP set of functionality
- Managed one Product Management intern and served as a mentor for two other Product Management interns
- Worked with data & analytics team to set success metrics for an early access program covering over 15 R&D feature areas

**PlanGrid (Acquired by Autodesk)** | *Product Manager, Submittals* 2018 - 2019

- Managed the Submittals product, streamlining a tedious construction process into an automated, simple workflow
- Released new features including 5 major improvements - Groups, Custom Reports, PDF Markups, Onboarding, and Publishing
- Oversaw 200% usage increase and 250% increase in sales of Submittals
- Fully onboarded and scaled a remote team of 10 engineers
- Successfully ran beta programs for 2 larger features

**NowPow** | *Product Manager, Chronic Care Navigation* 2016 - 2018

- Developed a product strategy, generated a cross product roadmap, and oversaw implementation of that roadmap
- Scaled the NowPow product suite from 2 to 6, adding 2 revenue streams
- Facilitated release planning by detailing, scoping, and prioritizing release work based on strategy, user impact, and technical capabilities
- Conducted more than 200+ user interviews of all new features and completed in-depth analyses of current users, competitors, and the healthcare IT market
- Created and user tested wireframes, mock-ups, and workflows of new features using Adobe XD for 20+ features
- Facilitated transition of development team from external consultancy to a 10 person in-house team

## CONTACT

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## SKILLS

### Software

Figma, MURAL, Sheets, Amplitude, LucidChart, Looker, JIRA, Linear, Typeform, LaunchDarkly, Dovetail

Proficient: HTML/CSS, Javascript

### Product Development

User Research Methodologies, User Analytics, Market Research, Spec Development, Release Planning, Beta Programs

### Prototyping (Physical)

Laser Cutting, Foam Core, CNC Machining, 3D Printing, Material Selection, Sketching

## INTERESTS

### Equity in Technology

**Access** | Volunteer teacher at Code Nation, Mentor to 2 Earlier Stage PMs

**Triathlons** | On roads, trails, and in water

**Photography** | Film